

# ACCOUNTANTS

PROTECT YOUR CLIENTS' BUSINESS NAMES

*A New Revenue Opportunity For Accountants*



## Add Value. Reduce Risk. Increase Revenue

Your clients trust you to protect their financial future, but what about their business name? Many SMEs don't realise they're vulnerable to name disputes, costly rebrands, or legal battles. Business Name Protection offers an affordable, fully managed solution, providing up to £10K in legal cover.



## Prevent Formation Risks. Go Beyond Companies House

Companies House confirms the exact availability of a Companies name, not the legality. Sole traders and brand names are not present to check against, leaving businesses exposed to potential infringement disputes. And leaving clients questioning your advice.



## Benefits At A Glance

- **Reduce Risk** – Ensure names are legally secure before formation.
- **Enhance Advisory Role** – Offer proactive name checks as a service.
- **Seamless & Hassle-Free** – We handle everything, you deliver value.
- **Protect Your Clients** – Avoid costly rebrands and legal battles.

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Strengthen Your Reputation By Protecting Your Clients Names



## A Simple, Profitable Solution

- No admin burden - NBR handles everything.
- Generate extra revenue with a reseller or referral model.
- Help clients avoid unnecessary legal risks.
- Strengthen client relationships with valuable business protection.



## Benefits for Accountants

- Value Add – Help clients protect their most important asset - their name.
- Zero Admin, Fully Managed – We handle everything, so you don't have to.
- Avoid Costly Disputes – Reduce clients' legal risks and financial exposure.
- £10,000 Legal Support – A safety net for clients facing name challenges.
- New Revenue Stream – Earn additional income with minimal effort.
- Enhance Client Loyalty – Strengthen relationships, proactive protection.
- Reduce Risk – For you and your clients.



## How It Works

1. Introduce Business Name Protection to your clients.
2. Choose a reseller or referral model that suits your Practice.
3. NBR manages everything - from sign-ups to legal support.
4. Secure Your Clients' Businesses & Grow Yours.

Add Business Name Protection to your advisory services

GET IN TOUCH TO LEARN MORE!

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**Stand Out as a Forward-Thinking Advisor**

## **More Than Just Accounting**

Modern accountants don't just crunch numbers. SMEs look to you for guidance on financial and strategic risks—yet many don't realise their brand identity is at risk. Business Name Protection helps you offer proactive protection, keeping clients secure and strengthening their trust in your firm.

## **Zero Admin, Fully Managed for You**

Your time is valuable. That's why Business Name Protection is fully managed by National Business Register. From sign-up to ongoing legal support, we handle everything—so you can offer an extra service with zero hassle.

## **Help Clients Avoid Expensive Rebrands & Legal Issues**

Many businesses unknowingly trade under unprotected names. A legal dispute could mean thousands in legal fees, or a forced rebrand that disrupts their business. Business Name Protection includes £10,000 legal support, ensuring your clients have expert backing if needed.

## **A Smart Partnership That Generates Revenue**

Accountants can earn additional revenue through Business Name Protection by offering it as a standalone service or bundling it into existing business advisory packages. Whether you choose a referral model or a direct reseller approach, this is a simple way to increase profitability.

## **Prevent Formation Risks & Protect Your Clients From Day One**

As an accountant, you help clients form companies, but Companies House only confirms availability of the exact same name, not whether the name is legally safe. Many businesses unknowingly register names that could lead to disputes, forcing costly rebrands or legal battles down the line.

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Stand Out as a Forward-Thinking Advisor

We partner with accountancy firms of all sizes, from independent practices to large firms, helping them offer essential business name protection to their clients.

## An Example:

<b>NUMBER OF CLIENTS</b>	<b>2,000</b>
Charge per client per month (from NBR)	£5
Partner charge to each client per month	£10
Margin per client per month	£5
Margin per client per annum	£60
<b>TOTAL PROFIT FOR PARTNER</b>	<b>£120,000</b>

**Future-Proof Your Clients' Businesses  
& Reduce Your Own Risk**



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## Proactive Name Checks = Reduced Risk for You & Your Clients

With Business Name Protection, you can check business names before formation, ensuring they're not just available but also legally secure. This protects both your firm and your clients from future disputes - giving them confidence in their brand from day one.

## Why This Matters for Accountants

- **Avoid Post-Formation Issues** – Reduce the risk of clients facing legal challenges after registration.
- **Enhance Your Advisory Role** – Offer proactive brand protection as part of your company formation services.
- **Strengthen Client Trust** – Clients rely on you for strategic guidance—help them avoid costly mistakes.
- **Seamless, No Extra Work** – Simply integrate our checking service into your process, and we'll handle the rest.



CONTACT NATIONAL BUSINESS REGISTER TODAY!